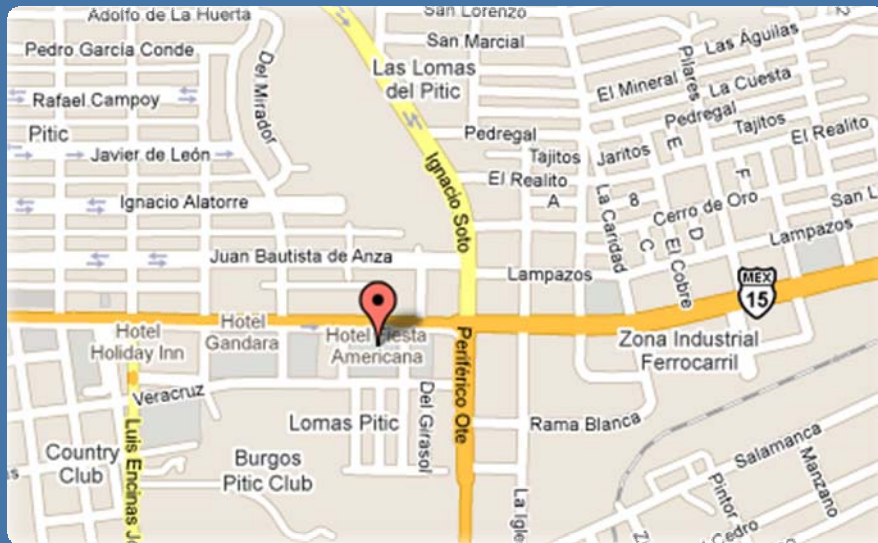


<http://www.isini2011.uson.mx/>

\*Location of Fiesta Americana Hotel in Hermosillo.



El Saber de mis Hijos  
hará mi Grandeza  
Departamento de Economía

**ISINI**  
International Society for  
Intercommunication of New Ideas

# 11th ISINI Conference

## "New Challenges, New Methodologies"

### Scientific Program

August 17<sup>th</sup> -20<sup>th</sup>, 2011, Hermosillo, Sonora, Mexico  
University of Sonora  
At Fiesta Americana Hotel, Room Fiesta Palace



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- **Wednesday, August 17th, 2011**  
**Fiesta Americana's Garden**

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20:00 – 22:00     **REGISTRATION & RECEPTION**  
At Fiesta Americana's garden.

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- **Thursday, August 18th, 2011**  
**Fiesta Palace Room (Fiesta Americana Hotel)**

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8:30                 **INAUGURATION**  
Inauguration at room Fiesta Palace in Fiesta Americana hotel

9:00 – 10:00     **OPENNING / INAUGURAL SESSION**  
At Room Fiesta Palace  
*Keynote Speaker: Dr. Antonina Ivanova Boncheva.* Sharing Nobel Peace Prize, as IPCC member, "Climate Change Adaptation and Sustainable Development"

10:00 – 10:40     **SESSION 1: DEVELOPMENT ISSUES**  
**Room: Fiesta Palace**  
Presiding: Rafael Castillo Esquer  
Structure and Economic Dynamics in the Investigation of the Regional Cycles:  
Proposal for New Indexes in the Tradition of Mitchell Classical Approach  
**Alfredo Erquizio Espinal**  
The Wheat History in the Power of Nations  
**Rafael Castillo Esquer, Leonardo Coronado Acosta, Gilberto Vargas Mendía**

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10:40 – 10:55     *COFFEE BREAK*

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11:00 – 12:00     **SESSION 2: ECOLOGICAL ECONOMICS I**  
**ROOM: Fiesta Palace**  
*Presiding: Antonina Ivanova Boncheva*  
Environment: Dilemma or Agenda?  
**Sohrab Asgari**  
Rainwater Harvesting System in Urban Areas. A Novel Environmental Impact Indicator.  
**Ma. Violeta Vargas P., Xavier Gabarrell, Gara Villalba**  
Ecological Economics and the Multiple Dimensions of the Subprime Crisis  
**Antonina Ivanova Boncheva, Alba Gámez, Manuel Ángeles**

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12:00 – 12:40     **SESSION 3: HEALTH AND SOCIETY**  
**ROOM: Fiesta Palace**  
*Presiding: José Ramón Torres Solís*  
"Outsourcing Childcare, Home Cleaning and Meal Preparation"  
**J.A.C. Van Ophem, J.R. Cornelisse-Vermaat, G. Antonides**  
**H. Maaseen van den Brink**  
The Central Speed Limit Problem.- A Global Social Responsibility in the Automotive Industry  
**José Ramón Torres Solís**

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13:00- 16:30     *BREAK*

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16:30 – 17:10     **SESSION 4: EDUCATION**  
**ROOM: Fiesta Palace**  
*Presiding: Roberto Jiménez Ornelas*  
The Domain of Information and Communication Technologies from the Perspective of the Students of the University of Sonora, Mexico  
**Martín Moreno, José Luis Ramírez Moreno**  
Influence of Transnational Enterprises in the University-Industry Collaboration: The Sonora, Mexico Case.  
**Roberto Jiménez Ornelas**

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17:10 – 18:10     **SESSION 5: FINANCE**  
**ROOM: Fiesta Palace**  
*Presiding: Rogelio Ladrón de Guevara Cortés*  
An Analysis of Credit Default Swaps: 2002-2009 Period  
**Ali M. Parhizgari, Chaiyuth Padungsaksawasdi**  
Stock Market Contagion and Financial Integration  
**Arnulfo Castellanos Moreno, Francisco Vargas Serrano,**  
**Luis Rentería Guerrero**  
Analysis of the Financial Crisis Inquiry Report  
**Rogelio Ladrón de Guevara Cortés, Francisco Javier Meléndez**

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- **Friday, August 19th, 2011**  
**Fiesta Palace Room (Fiesta Americana Hotel)**

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8:30- 9:00	<p><b>KEYNOTE CONFERENCE</b> ROOM: Fiesta Palace "Money in a Free, Stable and Moral Society " <i>Keynote Speaker: Dr. Gerrit Meijer</i></p>
9:00 – 10:00	<p><b>KEYNOTE CONFERENCE</b> <b>ROOM: Fiesta Palace</b> The Challenge of Complexity When Science Focuses on Society" <i>Keynote Speaker: Dr. Jorge A. González</i> <b>LabComplex, General Coord.</b></p>
10:00 – 11:20	<p><b>SESSION 1: INNOVATION AND QUALITY MEASUREMENT</b> <b>ROOM: Fiesta Palace</b> <i>Presiding: Vicente Germán Soto</i> A Rational Road to Effectiveness Attainment <b>Panagiotis Zervopoulos, Francisco Vargas Serrano, Gang Cheng</b> Consumer Perceptions toward Mexican Garlic: An Empirical Analysis with PLS Path Model <b>Joel Enrique Espejel Blanco, Dena Camarena, Manuel Chávez</b> Innovative Activity of the Polish Manufacturing Enterprises Statistical Analysis <b>Wacław Starzyńska</b> Measurement of the Agglomeration and the Geographic Concentration of the Innovation across Mexican States <b>Vicente Germán Soto, Luis Gutiérrez Flores</b></p>

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11:20– 11:35 *COFFEE BREAK*

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11:35 – 12:15	<p><b>SESSION 2: ECOLOGICAL ECONOMICS II</b> <b>ROOM: Fiesta Palace</b> <i>Presiding: Pavla Rehorova</i> Japan Earthquake: Impact on Global Economy and Climate Change. <b>Carlos Germán Palafox Moyers, Joel Enrique Espejel Blanco, Raúl Pérez Enríquez, Alejandro Salinas Echeverría</b> Solar Power Station from the View of Investors <b>Pavla Rehorova, Lucie Hamelova, Marketa Pankova</b></p>
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12:15- 13:15	<p><b>SESSION 3: REGIONAL ECONOMY</b> <b>ROOM: Fiesta Palace</b> <i>Presiding: Joel Enrique Espejel Blanco</i> Beyond Geography, Formation of a Large Border Region between Mexico and USA <b>Miguel Ángel Vázquez Ruiz, Carmen O. Bocanegra Gastélum</b> Measures by Regions on the Basis of Polish HBS <b>Alina Jedrzejczak</b> Towards The Formulation of an Integral-Local Development Policy of Infra-Microenterprises. Case Study: "Las Amapolas"; Hermosillo, Mexico. <b>Germán Palafox Moyers, Benjamín Burgos Flores, Joel Enrique Espejel Blanco</b></p>
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13:35- 15:00 *BREAK*

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15:00– 16:00	<p><b>SESSION 4: NEW METHODS AND PARADIGMS</b> <b>ROOM: Fiesta Palace</b> <i>Presiding: María de Guadalupe Cota</i> Alternative Approaches to Interpreting the Relationship Between Taxation and Social Responsibility. New Economic Institutionalism, Fiscal Sociology and Modern Public Finance. <b>Roberto Ramírez Rodríguez, Francisco Vargas Serrano, Luis Rentería Guerrero</b> New Theoretical Paradigms around the Concepts of "State", of "Public Administration" and Their Social Effects. <b>Miguel Arturo Morales Zamorano, Ana Lilia Banda Castro, Ramona Flores Varela</b> Alternative Method of Classification Based on Trees Decision <b>María de Guadalupe Cota, Juan Pablo Soto</b></p>
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16:00 – 17:00	<p><b>KEYNOTE CONFERENCE</b> <b>ROOM: Fiesta Palace</b> "Methodology in Social Communication Engineering" <i>Keynote Speaker: Dr. Jesús Galindo Cáceres</i></p>
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17:00 – 18:00	<p><b>METHODOLOGY PANEL</b> <b>ROOM: Fiesta Palace</b> <i>Presiding: Jesús Galindo Cáceres</i> "Evaluation of Contemporary Social Research Methodology " <b>Jesús Rodríguez Vargas</b> <b>Aarón Aurelio Grageda Bustamante</b> <b>Manuel Jorge González Montesinos</b> <b>Heriberto López Romo</b> <b>Jesús Galindo Cáceres</b></p>
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